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Color Psychology as Therapy Several ancient cultures, including the Egyptians and Chinese, practiced chromotherapy, or the use of colors to heal.

Chromotherapy is sometimes referred to as light therapy or colorology.

Colorology is still used today as a holistic



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Faber Birren is not a theorist but a very  
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Color Psychology: The Color White. purity; innocence; cleanliness; sense of space; neutrality; mourning (in some cultures/societies) Color Psychology: The Color Black. authority; power; strength; evil; intelligence; thinning / slimming; death or mourning; Color Psychology: The Color Gray. neutral; timeless; practical; Color Psychology: The Color

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Red. love; romance; gentle; warmth;  
comfort; energy

## **Color Psychology: The Psychological Effects of Colors**

Our study started out ambitious: we got Faber Birren's Color Psychology and Color Therapy: A Factual Study of the Influence of Color, and while we were

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fascinated by the more arcane dissection of colors and whatnot, we admit that halfway through we ditched to watch Beauty and the Geek reruns. So then, we opted for the Cliff Notes version, and it was like reading Dr. Seuss for the Color ...

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Color Psychology as Therapy. According to the Art Therapy Blog, the use of color to help people heal goes back to the ancient Greeks, Egyptians, and Chinese, all of whom used color to try to affect

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the mental states of people through the colors used to decorate rooms, the incorporation of natural colors to induce a calm state, and the use of light to balance mental states.

## **Color Psychology | How Color Affects Mood and Mental Health**

Reading Graphic Design History: Image,

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Text, and Context. By David Raizman

Publisher: Bloomsbury Visual Arts

Published: December 2020. An

innovative approach to graphic design that uses a series of key artifacts from the history of print culture in light of their specific historical contexts.

## **Color Psychology and Color Therapy**

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Information about colour psychology and colour therapy abounds in popular culture. Articles found in mass media as well as a plethora of Internet websites are often devoted to colour and a range of psychological, biological, and behavioral effects.

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## **Color Psychology: Child Behavior And Learning Through Colors**

The Color Psychology of Pink Pink is a light red hue and is typically associated with love and romance. It is often



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described as a feminine color, perhaps due to associations people form during early childhood. "Girls toys" are usually pink and purple, while "boys toys" are often red, yellow, green, or blue.

## **The Color Psychology of Pink - Verywell Mind**

Color psychology is the study of how

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colors affect your behavior, mood, and impression on others. Research shows that colors can greatly affect our moods and the way other people respond to us. Amazingly, colors can even change our heart rate, blood pressure, and respiration

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